

WHAT IS CLAIMED IS:

1. A method of categorizing electronically recallable media, comprising:
 - (a) presenting a particular user with media samples possessing subject matter containing sensory stimuli;
 - (b) permitting the particular user to provide personal responses to the sensory stimuli of the media samples;
 - (c) determining from the personal responses whether the media samples evoke a selected emotional state in the particular user; and
 - (d) assigning media samples evoking the selected emotional state in the particular user to an electronically recallable set, the electronically recallable set being labeled with an emotional state identifier representative of the selected emotional state.
2. A method according to claim 1, wherein said step (a) comprises electronically presenting the particular user with a visual sample via a display unit.
3. A method according to claim 1, wherein said step (a) comprises electronically presenting the particular user with an audio sample via an output unit.
4. A method according to claim 1, wherein said step (a) comprises presenting the particular user with an olfactory sample.

5. A method according to claim 1, wherein said step (a) comprises presenting the particular user with at least two media samples selected from the group consisting of a visual sample, an audio sample, and an olfactory sample.

6. A method according to claim 1, further comprising storing the media samples in an electronic database.

7. A method according to claim 1, wherein said step (c) comprises the particular user determining whether the media samples evoke the selected emotional state.

8. A method according to claim 1, wherein said step (c) comprises an outside evaluator determining from the personal responses whether the media samples evoke the selected emotional state in the particular user.

9. A method according to claim 1, wherein said step (c) comprises determining whether the personal responses meet a predefined criterion for evoking the selected emotional state in the particular user.

10. A method according to claim 9, wherein the personal responses comprise physiological and/or physical responses of the particular user and the predefined criterion comprises predetermined physiological and/or physical levels, and wherein said method further comprises measuring and/or recording the physiological and/or physical responses via an external device.

11. A method according to claim 10, wherein the external device comprises a member selected from electroencephalograph (EEG) electrodes,

positron emission tomography (PET), computerized axial tomography (CAT) scan, and magnetic resonance imaging (MRI).

12. A method according to claim 1, further comprising providing a computer program for categorizing the media samples into the electronically recallable set.

13. A method of categorizing electronically recallable media, comprising:

(a) presenting a particular user with media samples possessing subject matter containing sensory stimuli;

(b) permitting the particular user to provide personal responses to the sensory stimuli of the media samples;

(c) determining from the personal responses whether the media samples evoke one or more selected emotional states in the particular user; and

(d) electronically assigning the media samples to electronically recallable sets corresponding to the emotional states evoked in the particular user by the media samples, each of the electronically recallable sets being labeled with a respective emotional state identifier representative of the respective selected emotional state.

14. A method according to claim 13, wherein said step (a) comprises electronically presenting the particular user with a visual sample via a display unit.

15. A method according to claim 13, wherein said step (a) comprises electronically presenting the particular user with an audio sample via an output unit.

16. A method according to claim 13, wherein said step (a) comprises presenting the particular user with an olfactory sample.

17. A method according to claim 13, wherein said step (a) comprises presenting the particular user with at least two media samples selected from the group consisting of a visual sample, an audio sample, and an olfactory sample.

18. A method according to claim 13, further comprising storing the media samples in an electronic database.

19. A method according to claim 13, wherein said step (c) comprises the particular user determining whether the media samples evoke the selected emotional state.

20. A method according to claim 13, wherein said step (c) comprises an outside evaluator determining from the personal responses whether the media samples evoke the selected emotional state in the particular user.

21. A method according to claim 13, wherein said step (c) comprises determining whether the personal responses meet a predefined criterion for evoking the selected emotional state in the particular user.

22. A method according to claim 21, wherein the personal responses comprise physiological and/or physical responses of the particular user and

the predefined criterion comprises predetermined physiological and/or physical levels, and wherein said method further comprises measuring and/or recording the physiological and/or physical responses via an external device.

23. A method according to claim 22, wherein the external device comprises a member selected from electroencephalograph (EEG) electrodes, positron emission tomography (PET), computerized axial tomography (CAT) scan, and magnetic resonance imaging (MRI).

24. A method according to claim 13, further comprising providing a computer program for categorizing the media samples into the electronically recallable sets.

25. A method of evoking an emotional state in a particular user through selective presentation of media samples, comprising:

(a) providing an electronically recallable set of self-selected media samples possessing subject matter containing sensory stimuli, the media samples being custom selected by a particular user for evoking a selected emotional state in the particular user; and

(b) electronically presenting the particular user with the media samples at a selected time to evoke the selected emotional state in the particular user.

26. A method according to claim 25, wherein said providing step (a) comprises:

(a)(i) presenting the particular user with the media samples;

(a)(ii) permitting the particular user to provide personal responses to the sensory stimuli of the media samples;

(a)(iii) determining from the personal responses whether the media samples evoke the selected emotional state in the particular user; and

(a)(iv) assigning media samples evoking the selected emotional state in the particular user to an electronically recallable set, the electronically recallable set being labeled with an emotional state identifier corresponding to the selected emotional state.

27. A method according to claim 26, further comprising selecting the electronically recallable set to effect the electronic presentation of the media samples.

28. A method according to claim 26, further comprising providing a computer program for categorizing the media samples into the electronically recallable set.

29. A method according to claim 25, wherein said providing comprises:

(a)(i) presenting the particular user with the media samples;

(a)(ii) permitting the particular user to provide personal responses to the sensory stimuli of the media samples;

(a)(iii) determining from the personal responses whether the media samples evoke one or more of the selected emotional states in the particular user; and

(a)(iv) electronically assigning the media samples to electronically recallable sets corresponding to the emotional states evoked in the particular user by the media samples

30. A method according to claim 29, wherein the electronically recallable sets are labeled with corresponding emotional state identifiers.

31. A method according to claim 29, wherein said step (a)(i) comprises electronically presenting the particular user with a visual sample via a display unit.

32. A method according to claim 29, wherein said step (a)(i) comprises electronically presenting the particular user with an audio sample via an output unit.

33. A method according to claim 29, wherein said step (a)(i) comprises presenting the particular user with an olfactory sample.

34. A method according to claim 29, wherein said step (a)(i) comprises presenting the particular user with at least two media samples selected from the group consisting of a visual sample, an audio sample, and an olfactory sample.

35. A method according to claim 29, further comprising storing the media samples in an electronic database.

36. A method according to claim 29, wherein said step (a)(iii) comprises the particular user determining whether the media samples evoke one of the selected emotional states in the particular user.

37. A method according to claim 29, wherein said step (a)(iii) comprises an outside evaluator determining from the personal responses of the user whether the media samples evoke one of the selected emotional states in the particular user.

38. A method according to claim 29, wherein said step (a)(iii) comprises determining whether the personal responses meet a predefined criterion for evoking the selected emotional state in the particular user.

39. A method according to claim 38, wherein the personal responses comprise physiological and/or physical responses of the particular user and the predefined criterion comprises predetermined physiological and/or physical levels, and wherein said method further comprises measuring and/or recording the physiological and/or physical responses via an external device.

40. A method according to claim 39, wherein the external device comprises a member selected from electroencephalograph (EEG) electrodes, positron emission tomography (PET), computerized axial tomography (CAT) scan, Galvanic Skin Resistance (GSR), and magnetic resonance imaging (MRI).

41. A method according to claim 29, wherein the selected time comprises a period immediately after the particular user has successfully completed a designated task.

42. A method according to claim 29, further comprising selecting the electronically recallable set to effect the electronic presentation of the media samples.

43. A method according to claim 29, further comprising providing a computer program for categorizing the media samples into the electronically recallable set.

44. A method according to claim 29, wherein the selected time comprises a period immediately after the particular user has exhibited positive behavior modification.

45. A method according to claim 29, wherein the selected time is during a psychological counseling session.

46. A method according to claim 29, wherein said electronically presenting step is repeated until the particular user reaches the selected emotional state.

47. A method according to claim 25, wherein the selected time comprises a period immediately after the particular user has successfully completed a designated task.

48. A method according to claim 25, wherein the selected time comprises a period immediately after the particular user has exhibited positive behavior modification.

49. A method according to claim 25, wherein the selected time is during a psychological counseling session.

50. A method according to claim 25, wherein said electronically presenting step is repeated until the particular user reaches the corresponding emotional state.

51. A computer usable medium for compiling electronically recallable sets of media samples customized for evoking corresponding emotional states in a particular user, the computer usable medium comprising:

(a) computer readable program code means for causing a computer to display a category entry field to a particular user via a display unit;

(b) computer readable program code means for causing the computer to receive an inputted electronically recallable category or categories into the category entry field, said electronically recallable category or categories each corresponding to a respective emotional state;

(c) computer readable program code means for presenting the particular user with a plurality of media samples, the media samples possessing subject matter containing sensory stimuli;

(d) computer readable program code means for permitting the media samples to be electronically assigned to the electronically recallable category or one or more of the electronically recallable categories based on the emotional states evoked in the particular user by the media samples; and

(e) computer readable program code means for permitting the particular user to electronically recall the media samples by the electronically recallable category or categories.

52. A system for compiling electronically recallable sets of media customized for evoking corresponding emotional states in a particular user, the system comprising:

- (a) a computing device comprising the computer program;
- (b) an input device;
- (c) an output device;
- (d) data storage; and
- (e) said computer program for providing a particular user with a plurality of categories each corresponding to a respective emotional state, obtaining from the data storage media samples possessing subject matter containing sensory stimuli, presenting the media samples to the particular user via the output device and permitting the particular user to provide personal responses to the media samples, electronically assigning the media samples via the input device into one or more electronically recallable sets of the categories based on emotional states evoked by the media samples, and permitting selective electronic recall of the media samples.